

# APEDA signs MoU with LuLu Group International to promote Indian Organic Products globally

## LuLu Group to showcase certified Indian organic products in its stores across the United Arab Emirates (UAE)

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The Agricultural and Processed Food Products Export Development Authority (APEDA), under the Ministry of Commerce & Industry, Government of India, signed a Memorandum of Understanding (MoU) with LuLu Group International (LLC), a leading retail chain in the Middle East and Asia, in the presence of His Excellency Dr. Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade and Minister in charge of Talent Attraction and Retention, Ministry of Economy, UAE, in Mumbai on 10th September 2024.

As part of the agreement, LuLu Group will showcase a wide range of certified Indian organic products in its stores across the United Arab Emirates (UAE). APEDA will support these efforts by facilitating connections between organic growers in India including Farmer Producer Organizations (FPOs), Farmer Producer Companies (FPCs) and cooperatives and LuLu Group. This will ensure that Indian organic products reach a wider global audience.

The MoU outlines several key initiatives, including dedicated shelf space in LuLu hypermarkets for Indian organic products certified under the National Programme for Organic Production (NPOP), promotional campaigns such as product sampling, interactive events and consumer feedback drives, Buyer-Seller Meets (BSM), B2B meetings and trade fairs to further boost organic exports and create greater awareness about the benefits of Indian organic products, exposure visits for Indian FPOs/ FPCs/ Cooperatives to LuLu Group's infrastructure in UAE to enhance understanding of international retail markets.

This partnership is expected to significantly expand the global reach of Indian organic products and contribute to the growth of organic farming in India by creating stronger linkages between Indian producers and global consumers. APEDA is responsible for promoting the export of scheduled agricultural and processed food products from India. It also serves as the Secretariat for the National Programme for Organic Production (NPOP), the regulatory framework governing organic exports from India.

This strategic partnership aims to promote Indian organic products in international markets through LuLu Group's expansive network of hypermarkets and retail outlets.

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